



Final Project Conclusions

cities.multimodal

Project title		Project duration	
Cities.multimodal – urban transport system in transition towards low carbon mobility		October 2017 - March 2021	
Priority		Specific objective	
Sustainable Transport		Environmentally friendly urban mobility	
Budget	Spent budget	Flagship project	EUSBSR Policy Area/Horizontal Action
3.78 million	3.54 million		
Link to the project library		Link to the project's website	
https://projects.interreg-baltic.eu/projects/citiesmultimodal-132.html		http://www.cities-multimodal.eu/	
Lead partner (country)		Countries involved	
Hanseatic City of Rostock (Germany)		DE, SE, DK, LV, PL, LT, EE, FI, RU	
Project summary			
Teaser			
The Interreg project cities.multimodal presented environmentally friendly alternatives to driving, enhanced sustainable urban mobility planning for multimodal transport in ten cities and introduced six mobility points and smartphone-based travel planning.			
The opportunity			
In recent years multimodality in cities has become more integrated and more visible in city planning. New business models and modality modes are constantly emerging and triggering new decisions to be taken. As hubs for the economic development the cities are striving to provide citizens with easy, well-functioning and environmentally friendly transport options. At the same time, the cities and urban areas are facing concrete problems with ever-increasing congestion, growing CO2 emissions, noise caused by heavy car-traffic and accessibility problems partly as a consequence of missing intermodal links.			
In order to upgrade multimodality, the cities need a collaborative approach by involving politicians, urban planners, public transport operators, industry as well as inhabitants. Targeted measures and better incentives for shifting from driving to more environmentally friendly alternatives would enhance multimodality and make it an integrated part of city planning process.			



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DE	DK	EE	FI	LT	LV	PL	RU	SE

Project's highlights

The highlights present the project's main achievements and results, e.g. change brought for the target groups, pilots or tests carried out, and exemplary transnational work.

Incentives created

The project has successfully developed the sustainable urban mobility plans, established new mobility points, launched campaigns and introduced living street initiatives. Being driven by citizens, campaigns and living streets ensured stronger commitments and enhanced a better incentive structure. Visualization of how a city could look like in the future simplified understanding what could be done concretely. For 10 city partners, Rostock, Aarhus, Gdansk, Vilnius, Guldborgssund, Karlskrona, Pskov, Riga, Tartu, the multimodal city concept has become a reality.

Additionally, the project has enhanced mobility management in city quarters, schools and companies. Transnational collaboration among the participating cities resulted in a transfer of good practices. Thus, inspired by mobility points in cities like Ghent and Bremen, the participating cities got better insights into the process and found their own way through successful implementation.

Better guided and equipped

By developing guidance on sustainable urban mobility management and a handy toolbox with targeted solutions to concrete challenges, the project has provided the needed framework for public organisations like kindergartens, schools, as well as commercial and industrial companies. Aimed at enhancing institutional capacity, the supporting guide has provided better insights to the mobility mindset of the participating cities, the selection of pilot areas, planning approaches as well as the undertaken measures.

In addition, the project has evaluated the activities implemented within the project's lifetime in order to show which measures had a major impact on successful implementation. The cities' specific features were taken into consideration and a possible transferability of practices was assessed. Next, the project has also made multimodal travel planning analysis with a focus on web- and mobile-based travel planning applications. Based on market research, web-based applications and interviews, the analysis provided a comprehensive overview of ICT solutions tailored for different scenarios.

The Interreg project [cities.multimodal](#) used EUR 3.54 million from the European Union to find a more environmentally friendly way to driving and improving the citizens' quality of life.



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Main Outputs

The main outputs present the project's main deliveries which are tangible and can be used by others outside the project.

Planner's Handbook

The Planner's Guide to Sustainable Urban Mobility Management inspires mobility and transport planners, politicians and NGO's who wish to take their city's multimodality to the next level. The Guide gives an insight to the mobility mindset of the participating cities, the chosen pilot areas, planning approaches and implemented measures.

https://www.cities-multimodal.eu/sites/cmm/files/materials/files/planners_handbook_2020_highres.pdf

Toolbox for Mobility Management

The toolbox provides kindergartens, schools, companies and cities with practical tools and tips for mobility management and implementation.

https://www.cities-multimodal.eu/sites/cmm/files/materials/files/tr_toolbox_layout_v19.pdf

Multimodal travel planning analysis

The analysis focuses on website and mobile-based individual travel planning applications (ICT solutions). These ICT solutions provide different transport options and enable individualised door-to-door travel for end users. The report provides an overview of such applications and offers recommendations for the procurement process. It also covers the results of conducted market research, an analysis of partner cities' ICT solutions, and interviews, providing a helpful starting point for cities to educate themselves about the possibilities of multimodal ICT solutions.

Follow-up/spin-off activities

These include specific new activities that have been inspired by or initiated during the project work and will be continued after its implementation.

N/A

Administrative matters

These include specific good practices, financial implications, challenges as well as synergies and cooperation with other projects and the main drivers of the project (core partners).

N/A